



REQUEST FOR PROPOSAL

TERMINAL ADVERTISING CONCESSION

Deadline for Submission: April 1, 2015 at 2:00 P.M. CST
Late or unsigned proposals will be rejected

SPECIAL INSTRUCTIONS

RFP Title	Terminal Advertising Concession
RFP Number	AIR-2015-01
Purpose	The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for the above mentioned services
Deadline	2:00 P.M. CST – May 8, 2015
Submit RFP to this address	Airport Managers Office 2850 Airport Road La Crosse, WI 54603
Special instructions	<ul style="list-style-type: none"> • Label the lower left corner of your sealed submittal package with the RFP number and other required information as listed • Place the signature affidavit as the first page of your proposal • Submit one original and (1) copies of your general, technical, and cost proposal • Submit one original in Microsoft Word or PDF format burned to a CD, DVD or USB stick • Submit three (3) signed and completed copies of the Concessionaire Agreement
Submit all inquires to	Name: Clinton Torp Title: Airport Manager Phone: (608) 789-7456 E-Mail: torpc@lseairport.com Web: www.lseairport.com
Date issued	March 17, 2015

1.	GENERAL INFORMATION	4
1.1.	Introduction and Background	4
1.2.	Airport Provided Equipment	4
1.3.	Advertising Space	4
1.4.	Scope of Service(s)	5
1.5.	RFP and Contract Administration.....	5
1.6.	Definitions	5
1.7.	Clarification of the specifications.....	6
1.8.	Addendums and/or Revisions	6
1.9.	Contract Term	6
1.10.	Pre-Proposal Meeting.....	6
2.	PREPARING AND SUBMITTING A PROPOSAL.....	7
2.1.	General Instructions.....	7
2.2.	Proprietary Information	7
2.3.	Incurring Costs.....	7
2.4.	Submittal Instructions	7
2.5.	Required Copies	7
2.6.	Multiple Proposals	8
2.7.	Oral Presentations and Site Visits	8
3.	PROPOSAL SELECTION AND AWARD PROCESS.....	8
3.1.	Preliminary Evaluation	8
3.2.	Proposal Scoring.....	8
3.3.	Right to Reject Proposals and Negotiate Contract Terms	9
3.4.	Evaluation Criteria	9
3.5.	Award and Final Offers.....	9
3.6.	Notification of Intent to Award.....	9
4.	GENERAL PROPOSAL REQUIREMENTS.....	10
4.1.	Introduction.....	10
4.2.	Organization Capabilities	10
4.3.	Staff Qualifications	10
4.4.	Proposer References and Similar Work	10
4.5.	DBE	10
5.	TECHNICAL REQUIREMENTS.....	11

5.1. Sample Work	11
6. FINANCIAL PROPOSAL.....	11
6.1. General Instructions on Submitting Financial Proposals	11
6.2. Format for Submitting Financial Proposals	11
7. PAST FINANCIAL PERFORMANCE.....	11
8. SPECIAL CONTRACT TERMS AND CONDITIONS	12
8.1. Concession Agreement	12
<i>ATTACHMENT A</i>	13
<i>ATTACHMENT B</i>	14
<i>ATTACHMENT C</i>	15
<i>ATTACHMENT D</i>	16
<i>ATTACHMENT E</i>	17

1. GENERAL INFORMATION

1.1. Introduction and Background

The purpose of this RFP is to award a contract for services to provide the La Crosse Regional Airport (LSE) with a Terminal Advertising Concessionaire. The goal of this contract will be managing and increasing airport advertising revenues, utilizing newly installed electronic advertising equipment, and providing for a professional look to terminal advertising that compliments the buildings updated appearance.

The Airport sees approximately 200,000 passengers enplaning and deplaning on an annual basis. The Airport serves a population of approximately 250,000 people within the La Crosse Metropolitan Statistical Area. Daily airline service is provided by American Airlines to Chicago O'Hare International Airport and by Delta Airlines to the Minneapolis International Airport.

The Airport believes there is an opportunity to significantly increase terminal advertising revenues with the additional digital signage equipment being installed under the terminal rehabilitation project. The 2nd floor of the terminal is expected to be completed by August 3, 2015 and the 1st floor being completed by the end of 2015. Digital signage will be installed at varying periods of time between the award of this concession and completion of the terminal work.

1.2. Airport Provided Equipment

The Airport is currently installing the following equipment which the concessionaire will be able to utilize for advertising. Equipment is expected to be fully installed by the end of 2015.

Dedicated 47" display advertising monitors – 6
Dedicated 55" display monitors in a video wall – 6
Hybrid 55" television/advertising monitors – 4
Hybrid 47" television/advertising monitors – 1
Hybrid 47" Flight Information Display/Advertising monitors – 8
40" Touch screen kiosk for hotels/car rentals/etc – 2

Digital signage system includes LED displays, BrightSign media player system, and TightRope Carousel software suite. System is completely networked and remotely manageable.

1.3. Advertising Space

Additional advertising opportunities in the terminal and available to the concessionaire with airport approval may include the following:

- 2 free standing display kiosks
- Boarding bridge wall print advertising
- Table tent displays
- Military lounge
- Pamphlets in designated pamphlet display area
- Luggage carts

1.4. Scope of Service(s)

1.4.1. Terminal Advertising Concessionaire

The Airport's Advertising Concessionaire is responsible for selling, developing, maintaining, and coordinating all sold advertising opportunities within the Airport terminal building. This includes soliciting businesses, developing rates for various advertising modes, coordinating placement of ads with the customer, providing after sale support of the advertising, and all other tasks necessary to provide a quality advertising product which meets the standards of the Airport. Methods of advertising may include digital, print, stationary display, and audio.

1.4.2. Quality of Content

The Airport desires high quality content that reflects positively on its newly remodeled facility. Concessionaire will have the opportunity to utilize newly installed electronic advertising equipment. Concessionaire shall have experience working with and selling digital advertising, updating content using a media player system, and working with high definition content. The Airport will reserve the right to remove or prohibit any advertising which it deems unfit for the terminal space.

1.4.3. Minimum Requirements for Submittal

Proposers must currently be in the business of advertising services with a minimum of three (3) years of responsible performance of those duties. It is not necessary to have airport advertising experience but experience similar to selling advertising in a brick and mortar structure is highly desirable. Proposer must have experience with digital advertising.

1.5. RFP and Contract Administration

This RFP is issued by the La Crosse Regional Airport and is administered by the Airport Manager.

1.6. Definitions

The following definitions are used throughout the RFP:

Airport means the La Crosse Regional Airport

Proposer/Concessionaire means a firm or individual submitting a proposal in response to this RFP

1.7. Clarification of the specifications

All inquiries concerning this RFP must be directed to the contact person listed with this RFP.

Any questions concerning this RFP must be submitted in writing by mail or e-mail before the submission deadline.

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

1.8. Addendums and/or Revisions

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be posted on the Airport web site at www.lseairport.com

It shall be the responsibility of the proposer to regularly monitor the Airport web site for any such postings. Proposers must acknowledge the receipt / review of any addendum(s) at the bottom of the RFP Cover Page /Signature Affidavit.

Each proposal shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof.

1.9. Contract Term

The contract shall be effective on August 14, 2015 and shall run for three (3) years with an additional two (2) year option. It is expected that a contract award will be made by the end of May 2015.

1.10. Pre-Proposal Meeting

A non-mandatory pre-proposal meeting will be held on April 9th at 9:00 AM at the La Crosse Regional Airport conference trailer located in the parking lot directly south of the terminal building. Drawings of the completed terminal space and samples of the digital signage system will be available for viewing by proposers.

2. PREPARING AND SUBMITTING A PROPOSAL

2.1. General Instructions

The evaluation and selection of a concessionaire and the contract will be based on the information submitted in the proposal in addition to references and any required on-site visits or oral interview presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

2.2. Proprietary Information

Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s).

To the extent permitted by law, it is the intention of La Crosse Regional Airport to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of La Crosse Regional Airport. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

2.3. Incurring Costs

La Crosse Regional Airport is not liable for any cost incurred by proposer in replying to this RFP.

2.4. Submittal Instructions

Proposals must be received by the Airport Manager by the specified time stated on the RFP Special Instructions page. All proposals must be time-stamped in the Airport Managers Office by the stated time. Proposals not so stamped will not be accepted. Proposals received in response to this solicitation will not be returned to the proposers.

All proposals must be packaged, sealed and show the following information on the outside of the package:

- Proposer's name and address
- Request for proposal title
- Request for proposal number
- Proposal due date

2.5. Required Copies

Proposers must submit an original and the required number of copies of all materials required for acceptance as instructed on Special Instructions page of this RFP.

All hard copies of the proposal must be on 8.5"x11" individually securely bound. In addition, proposers must submit one complete electronic copy in Microsoft Word or PDF format burned to a CD or DVD or USB stick.

- Introduction
- Response to general requirements
 - Organizational qualifications
 - Staff qualifications and Facilities
 - References and Samples
- Response to technical requirements
- Required forms
 - Attachment A – Signature Affidavit
 - Attachment B – Reference Data Sheet
 - Attachment C – Financial Proposal
 - Attachment E – Concessionaire Agreement (3 signed copies)
- Appendices (any additional information the proposer wishes to submit)

2.6. Multiple Proposals

Multiple proposals from a proposer will not be permissible.

2.7. Oral Presentations and Site Visits

Top ranked selected proposers may be required to make oral interview presentations and/or site visits to supplement their proposal, if requested by the Airport. The Airport will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the proposer. Failure of a proposer to conduct a presentation to the Airport on the date scheduled may result in rejection of the proposer's proposal.

3. PROPOSAL SELECTION AND AWARD PROCESS

3.1. Preliminary Evaluation

The proposals will first be reviewed to determine if requirements of the RFP are met and if additional mandatory requirements are met. Failure to meet mandatory requirements will result in the proposal being rejected. In the event that all proposers do not meet one or more of the mandatory requirements, the Airport reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

3.2. Proposal Scoring

Accepted proposals will be reviewed by an evaluation team and scored against the stated criteria. This scoring will determine the ranking of consultants based upon their written proposals. If the team determines that it is in the best interest of the Airport to require oral presentations, the highest ranking consultants will be invited to make such presentations. Those consultants that participate in the interview process will then be scored and the final ranking will be made based upon those scores.

3.3. Right to Reject Proposals and Negotiate Contract Terms

The Airport reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the Airport may negotiate a contract with the next highest scoring proposer.

3.4. Evaluation Criteria

The proposals will be scored using the following criteria:

DESCRIPTION	PERCENT
• General Requirements (Section 4)	
○ Organizational Capabilities	15%
○ Staff Qualifications	10%
○ References and Similar Work	10%
• Technical Requirements (Section 5)	
○ Sample Work	25%
○ DBE Participation	5%
• Financial Proposal	35%
 TOTAL	 100%

3.5. Award and Final Offers

The award will be granted in one of two ways. The award may be granted to the highest scoring responsive and responsible proposer. Alternatively, the highest scoring proposer or proposers may be requested to submit final and best offers. If final and best offers are requested, they will be evaluated against the stated criteria, scored and ranked. The award will then be granted to the highest scoring proposer.

3.6. Notification of Intent to Award

As a courtesy, the Airport may send a notification of award memo to responding proposers at the time of the award.

4. GENERAL PROPOSAL REQUIREMENTS

4.1. Introduction

Provide a one page overview of your firm's interest in the concession.

4.2. Organization Capabilities

Describe the firm's experience and capabilities in providing similar advertising concessionaire services to those required within this RFP. Be specific and identify projects, dates, and results with key financial performance indicators. Emphasis will be placed on the ability to enhance revenues.

4.3. Staff Qualifications

Provide resumes describing the work experiences for each of the key staff who would be assigned to the project. Note skills relative to selling advertising in a primarily digital signage environment including software suites or media players utilized in proposers current work.

4.4. Proposer References and Similar Work

Proposers must include in their proposal a list of organizations, including points of contact (name, address, and telephone number), which can be used as references for work performed in the area of service required. Gross receipts of those contracts must also be included. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project. The results of the references will be provided to the evaluation team and used in scoring the written proposals. Emphasis will be placed on similar advertising work to the airport terminal.

4.5. DBE

The requirements of 49 CFR Part 23, regulations of the U.S. Department of Transportation, applies to this concession. It is the policy of the La Crosse Regional Airport to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit bids/proposals. Award of this concession will be conditioned upon satisfying the requirements of this proposal/bid specification. These requirements apply to all concessions firms and suppliers, including those who qualify as an ACDBE. An ACDBE concession specific goal of 0 percent of (annual gross receipts; value of leases and/or purchases of goods and services) has been established for this concession. The concession firm shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26, to meet the concession specific goal for ACDBE participation in the performance of this concession.

The concession firm will be required to submit the following information: (1) the names and addresses of ACDBE firms and suppliers that will participate in the concession, (2) A description of the work that each ACDBE will perform; (3) The dollar amount of the participation of each ACDBE firm participating; (4) Written and signed documentation of commitment to use a ACDBE whose participation it submits to meet a contract goal; (5) Written and signed confirmation from the ACDBE that it is participating in the concession as provided in the prime concessionaire's commitment; and (6) If the contract goal is not met, evidence of good faith efforts.

5. TECHNICAL REQUIREMENTS

5.1. Sample Work

Provide samples of various types of advertising displays that your firm has placed with other clients. Emphasis will be placed on digital advertising and stationary display advertising. Samples should include both still and video content for the digital submission. Work on digital video walls would be beneficial.

6. FINANCIAL PROPOSAL

6.1. General Instructions on Submitting Financial Proposals

One copy of the financial proposal should be submitted with the written proposal. The proposal will be scored using a standard quantitative calculation where the most cost criteria points will be awarded to the proposal with the lowest cost.

A minimum annual guarantee of \$15,000 is required for consideration of a proposal.

Proposer shall submit a percentage of gross receipts for consideration in selection. The minimum percentage of gross receipts which will be considered for this proposal is forty (40%) percent. The term "gross receipts" as used within the agreement shall be defined as the full charges billed by Concessionaire to advertisers of advertising display services in the terminal, excepting only sales taxes properly applicable.

6.2. Format for Submitting Financial Proposals

The Proposer must provide a percentage of gross receipts for which shall be submitted to the airport under the agreement.

7. PAST FINANCIAL PERFORMANCE

Past Concessionaire financial performance records are included as **Attachment D** of this document.

Prior to completion of the airport terminal rehabilitation project nearly all terminal advertising revenues were obtained through print and stationary display revenue. Two digital advertising displays were installed under a previous contract.

8. SPECIAL CONTRACT TERMS AND CONDITIONS

8.1. Concession Agreement

Proposer shall sign three (3) copies of the Concession Agreement attached as **Attachment E**, which shall be submitted with this proposal. The proposer's percentage of gross receipts proposal shall be completed within the Concession Agreement as well. Upon selection of a concessionaire, the Airport will return a single fully executed copy to the successful proposer.

ATTACHMENT A

**RFP COVER PAGE
SIGNATURE AFFIDAVIT**

NAME OF FIRM:	
STREET ADDRESS:	
CITY, STATE, ZIP:	
CONTACT PERSON:	
PHONE #:	
FAX #:	
EMAIL:	

In signing this proposal, we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal hereby agrees with all the terms, conditions, and specifications required by the Airport in this Request for Proposal and declares that the attached proposal and pricing are in conformity therewith.

Signature

Title

Name (type or print)

Date

Addendums -This firm hereby acknowledges receipt / review of the following addendum(s) (If any)

Addendum # _____ Addendum # _____ Addendum # _____ Addendum # _____

ATTACHMENT B

REFERENCE DATA SHEET

Provide company name, address, contact person, telephone number, and appropriate information on the other clients your firm has performed advertising services for on this solicitation document

NAME OF FIRM:	
STREET ADDRESS:	
CITY, STATE, ZIP:	
CONTACT PERSON:	
PHONE #:	
EMAIL:	
ANNUAL GROSS:	
<hr/>	
NAME OF FIRM:	
STREET ADDRESS:	
CITY, STATE, ZIP:	
CONTACT PERSON:	
PHONE #:	
EMAIL:	
ANNUAL GROSS:	
<hr/>	
NAME OF FIRM:	
STREET ADDRESS:	
CITY, STATE, ZIP:	
CONTACT PERSON:	
PHONE #:	
EMAIL:	
ANNUAL GROSS:	

ATTACHMENT C

FINANCIAL PROPOSAL

In consideration for submission of this Terminal Advertising Concessionaire proposal, I hereby guarantee the following percentage of gross receipts as revenue to the La Crosse Regional Airport of no less than 40%:

Numerical

Text

_____ % _____

ATTACHMENT D

Historical Terminal Advertising Concessionaire Revenues

2014 - \$29,500

2013 - \$28,901

2012 - \$26,538

2011 - \$26,940

ATTACHMENT E

Terminal Advertising Concessionaire Agreement